

CENTRO COMMUNITY HISPANIC ASSOCIATION (C.H.A.) INC.

Presentation By: Jessica Quintana, Executive Director

LATINO CULTURAL CENTER OF LONG BEACH COMMUNITY ENGAGEMENT

SCOPE OF WORK OVERVIEW

- Centro CHA is an experienced community engagement organization and will work with community members, leaders, a Steering Committee and Advisory Board to generate ideas for the operations of the Latino Cultural Center. The proposed scope of work includes:
- Developing and implementing an equity-based and culturally competent community outreach and engagement plan. This plan will include:
- Facilitating community forums, focus groups, and individual interviews with stakeholders, elders, youth and subject matter experts.
- Outreaching to community members including but not limited to identity-specific groups, community-based organizations, and interest groups.
- Preparing a community-friendly report with key findings.
- Presenting report findings to key City leaders, elected officials, and stakeholders.

LATINO CULTURAL CENTER OF LONG BEACH COMMUNITY ENGAGEMENT

When developing strategies for engaging community members, Centro CHA will consider:

- Historical trauma and injustices that have created inequities in systems, institutions, policies and practices.
- Current gaps in service provision, access, and decision-making power faced by marginalized communities.



CENTRO CHA'S COMMUNITY ENGAGEMENT CONSULTANT TEAM

James Rojas, Urban Planner

Armando Vasquez- Ramos, Historical Background

Megan Anaya, Data and Economic Perspective

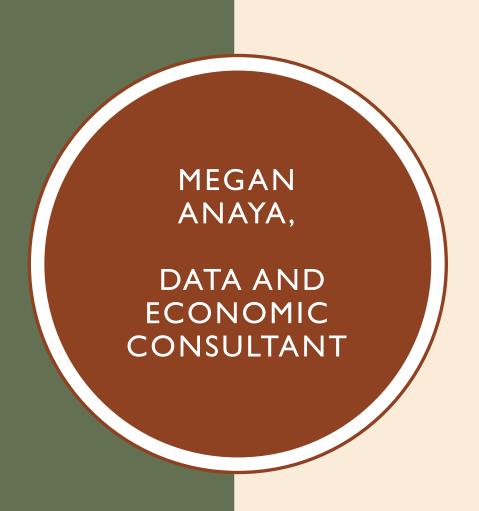


- James Rojas is an urban planner, community activist, and artist nationally recognized in examining U.S.
 Latino cultural influences on urban design and sustainability
- Founder of the Latino Urban Forum, an advocacy group dedicated to increasing awareness around planning and design issues facing low-income Latinos
- Has lectured and facilitated workshops at MIT, Berkeley, Harvard, Cornell, and numerous other colleges engaging, educating, and empowering the public on transportation, housing, open space, and health issues
- Developed an innovative public engagement and community visioning method that uses art-making as its medium
- Experience collaborating with municipalities, nonprofits, community groups, educational institutions, and museums

ARMANDO VASQUEZ-RAMOS,

CHICANO/ LATINO HISTORY CONSULTANT

- Armando Vasquez Ramos is a Chicano and Latino Studies Professor at CSULB and CMSC. And also serves as the President and CEO of California-Mexico Studies Center, Inc.
- Has promoted educational opportunities for the Chicano/Mexican and Latino populations for more than 47 years teaching courses such as Chicano/Latino history, immigrations, politics, public policy, and U.S.-Mexico relations
- Founded the California-Mexico Studies Center, Inc. to research, develop, promote, and establish policies & programs between High-Ed institutions & cultural organizations
- Convened the 1st Campaign to Promote Ethnic Studies (CPES)
 Summit at CSULB, he organized a diverse working group of academics, students and community leaders, to work with the Long Beach Unified School District
- Prof. Vazquez-Ramos also established a model course which allows Dreamers the opportunity to study abroad in Mexico, to adjust their legal status to permanent residents



- Megan Anaya is an aspiring economist who recently graduated from CSULB where she earned her Master's in Economics.
- She has worked with Centro CHA since 2018
 performing targeted Latino community and workforce
 research focusing on parameters used to support
 equitable opportunities, education, and access to
 services for underserved communities.
- Co-author on the Annual Latino Economic Report 2018, 2019.
- Participated in community engagement circles to spark conversations and initiate best practices for achieving community goals
- As an innovator sha has worked with non-profits, the city of Long Beach, OC workforce development, LAOCRC, Long Beach Transit, and private businesses within the area, to provided strategic analysis and reporting

COMMUNITY ENGAGEMENT OVERVIEW

- The team has targeted 3 key outreach groups for the focus groups to promote community participation in the visioning process to develop an inclusive mission.
- The process offers a unique approach to understand the community of Long Beach and how an alignment of culture and equity is required to uplift pathways.
- Preliminary Prep pre-survey to assess participants ability to participate, necessary accommodations, and availability.
- Focus group prep To motivate the conversations and responses during the focus group sessions, a series of questions will be given to promote the visioning process.



FOCUS GROUPS



Community Engagement Sessions or Community Focus Groups



Special Focus Groups – for Civic Leaders, Small Business Owners, and Education Institutions



Individual Key Stakeholder interviews

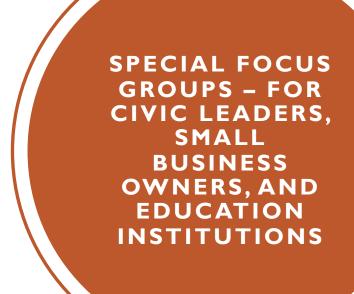




- The community focus groups will consist of local community members grouped by age with a goal of 15 participants per session
- Members will be invited to participate in active discussions regarding potential components, services, or activities they would like included in a Latino Cultural Center.
- The proposed age groups include:
 - → "Youth" age 11 15
 - → "Young Adults" age 16 24
 - "Seniors" age 55 plus*both English and Spanish
 - "Parental Groups" children under 18*both English and Spanish



- The special focus groups will consist of local community groups, city agencies and departments, small business owners, and education institutions.
- Members of the community organizations will be provided an opportunity to share their perspective on the mission of the center in alignment with their organization's experiences.
- The proposed special focus groups include:
 - ➤ Long Beach City Departments
 - Parks, Health, Community Dev, Police, Fire
 - > Educational Institutions
 - LBUSD, LBCC, CSULB
 - ➤ Non-profits and community leaders
 - Latino Small Businesses



• The key stakeholders consist of prominent community members, civic leaders, and key stakeholders

 The interviews will be held one-on-one, with a series of 8 to 10 questions to gauge perspective on the center

• The Individual key stakeholder interviews will be a oneon-one 15 to 30-minute interview via zoom



FOCUS GROUP OVERVIEW

The focus group sessions will be I hour and 30 minutes held on zoom.

Sessions will be held in English and Spanish for some groups

The individual key stakeholder interviews will be held in a one-on-one interview for 15 to 30 minutes via zoom

To motivate the discussion, each session will include a standard list of questions:

What programs, workshops, and classes should be offered?

What kind or exhibits would individuals like to see displayed?

What facilities or event space would you like to see?

How much would you be willing to pay to access this facilities?

Each group will be asked questions unique to their perspective.

Post survey will be used to gain feedback



QUESTIONS, COMMENTS OR SUGGESTIONS?

LATINO CULTURAL CENTER OF LONG BEACH COMMUNITY ENGAGEMENT TIMELINE

| Project Activities & Key Milestones | Timeframe: |
|--|------------------------------|
| Official Project Kick-Off | December 2020 |
| Develop and finalize an equity-based and culturally competent community outreach and engagement plan, in consultation with the Project Team and the Committee. | October 2020 - December 2020 |
| Implement the community outreach and engagement plan, with monthly reports on progress to the Project Team and Committee. | January 2020 – June 2021 |
| Synthesize data from community input. Work with Project Team to identify and document common themes from data. Produce a report of findings for the Committee. | July 2021 – August 2021 |
| Present information to and facilitate input from the Committee and public on community engagement outcomes. | September – October 2021 |
| Prepare community-friendly report with key findings and common themes. | |
| Press Release and Celebrate Accomplishments. | |